154th session of WHO’s Executive Board (EB154)
Individual Statement:
Agenda Item 23. Economics and health for all

NCD Alliance welcomes the WHO Council on the Economics of Health for All’s call to redesign our economies to prioritise health, treating prevention as an investment and not a cost.

Inaction on NCDs would cost $47 trillion between 2010-2030, whilst investment in the NCD ‘best buys’ is estimated to return $7 for every $1 spent.

We urge Member States to consider the Council recommendations by:

- Prioritising long-term health investments and funding NCD prevention and control services, including during deficit reforms;
- Factoring health needs across budgets of health and other ministries;
- Harmonising health-related budgets with public health-oriented fiscal policies (such as excise taxes and removing subsidies on unhealthy products);
- Highlighting the value of health for economic prosperity in UN/SDG processes.

Word count: 119

Character count: 700